

# **Sports Bra: Market Shares, Market Strategies, and Market Forecasts, 2018 to 2024**

**Abstract: Sports Bra Technology Brings Additional Comfort to All Women**

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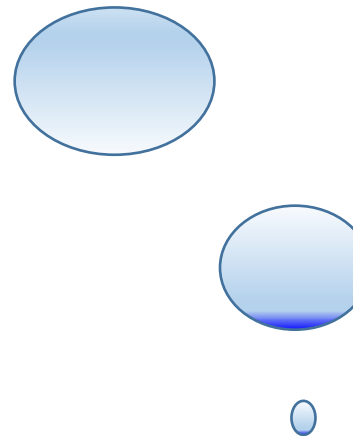
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Sports Bras:

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## Sports Bras Executive Summary

### Sports Bras Market Research Report

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Sports Bras Market Research report offers market share, size, forecast, regional strategic industry analysis. It describes industry trends, growth opportunities, demand, supply, and forecast.

The vendors in the sports bra industry have invested in high-quality technology and textured materials to develop leading edge absorbency and flexibility of their bras.

There are a number of different sports bra designs that can be found in the on-line listings and in retail stores. The athleisure trend is here to stay because it provides significant health benefits. Improvements in comfort provided by sports bras has extended their use to all day. Sports bras represent a breakthrough in innovation and will likely completely replace traditional bras.

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When working out, the bust is put through more stress and impacts than during daily activities. Breasts are subject to movements and bouncing that can create a force of up to five times their actual weight creating the possibility of tears. Wearing a sports bra provides both support and comfort needed when doing a physical activity.

The shipments value of the sports bra market in 2017 at \$6.49 million is rising to \$21.7 million by 2024. In 2013, shipments of sports bras were \$1.975 million representing significant growth. Growth is spurred by a rapid shift away from regular bras to the far more comfortable sports bra for all occasions except perhaps the most formal wear.

The study is designed to give a comprehensive overview of the Sports Bra market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

## **2. Sports Bras Market Shares and Forecasts**

### **2.1 Market Driving Forces**

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Industry chain structure, industry environment analyses provide a window into market size and provide the basis for a forecast of rail axles by product, region and application. This report describes the market competition situation among the vendors. Company profiles, market price analysis, and value chain features are covered in this report. Product type coverage provides analysis fo market size & forecast, major company positioning strategies.

## Sports Bras Market Shares

| Market Shares, Dollars, Worldwide, 2017 |           |           |       |
|---|-----------|-----------|-------|
| In Millions of Dollars                  |           |           |       |
|   | MM\$      | % \$      | Units |
| Company 1                               | XX        | XX        | XX    |
| Company 2                               | XX        | XX        | XX    |
| Company 3                               | XX        | XX        | XX    |
| Company 4                               | XX        | XX        | XX    |
| Company 5                               | XX        | XX        | XX    |
| Company 6                               | XX        | XX        | XX    |
| Company 7                               | XX        | XX        | XX    |
| Company 8                               | XX        | XX        | XX    |
| Company 9                               | XX        | XX        | XX    |
| Company 10                              | XX        | XX        | XX    |
| Company 11                              | XX        | XX        | XX    |
| Company 12                              | XX        | XX        | XX    |
| Company 13                              | XX        | XX        | XX    |
| Company 14                              | XX        | XX        | XX    |
| <b>Total (MM\$)</b>                     | <b>XX</b> | <b>XX</b> |       |

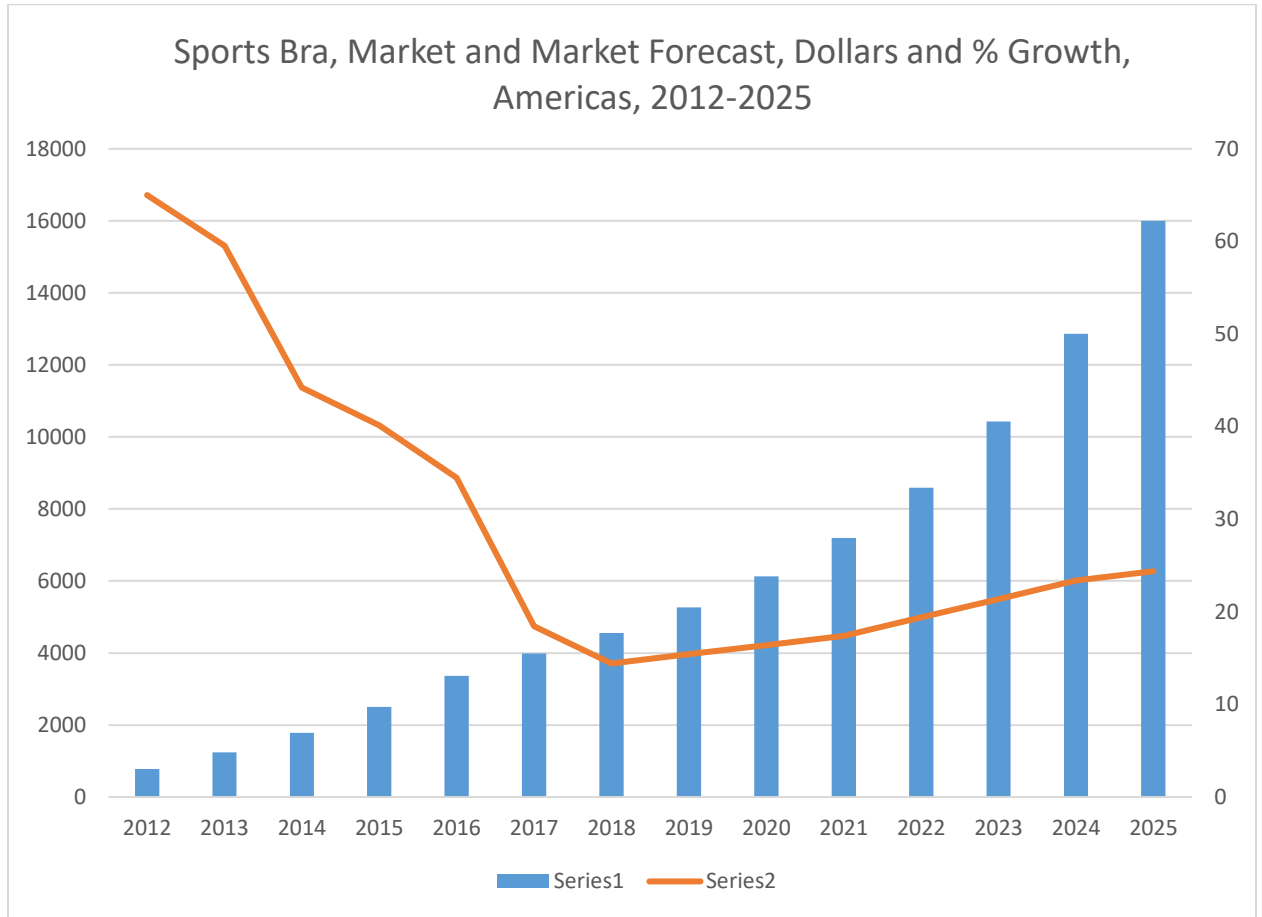
Source: WinterGreen Research, Inc.

# Sports Bras Market Forecasts by Segment and by Geography

**Low Impact Sports Bra Market Forecasts, Dollars, Worldwide, 2018-2024**  
In Millions of Dollars

|  | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|--|------|------|------|------|------|------|------|------|
| Low Impact Sports Bra (MM\$)               | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % growth \$                                | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| \$ per Low Impact Sports Bra (000)         | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| Low Impact Sports Bra Units                | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| Low Impact Sports Bra Installed Base (000) | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |

Source: WinterGreen Research, Inc.



**Sports Bras:**

**Medium Impact Sports Bra Market Forecasts,  
Dollars, Worldwide, 2018-2024**  
In Millions of Dollars

|  | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|--|------|------|------|------|------|------|------|------|
| Medium Impact Sports Bra (MM\$)                  | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| % growth \$                                      | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| \$ per Medium Impact Sports Bra (000)            | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| Medium Impact Sports Bra Units                   | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| Medium Impact Sports Bra<br>Installed Base (000) | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |

Source: WinterGreen Research, Inc.

**High Impact Sports Bra Market Forecasts,  
Dollars, Worldwide, 2018-2024**  
In Millions of Dollars

|  | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|--|------|------|------|------|------|------|------|------|
| High Impact Sports Bra (MM\$)                  | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| % growth \$                                    | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| \$ per High Impact Sports Bra (000)            | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| High Impact Sports Bra Units                   | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |
| High Impact Sports Bra<br>Installed Base (000) | XX   | XX   | XX   | XX   | XX   | XX   | XX   | XX   |

Source: WinterGreen Research, Inc.



**Sports Bras:**

**Sports Bras Regional Market Segments, US, Europe, APAC Other, China, India, Japan, Korea, Other  
Dollars, Units, and Percent, Worldwide, 2017 - 2024**

In Millions of Dollars

In Percent Growth by Region

In Number of Units

|                             | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|-----------------------------|------|------|------|------|------|------|------|------|
| <b>Low Impact (MM\$)</b>    | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % Growth                    | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % of Total Market           | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| \$ per Unit                 | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| # Units (000)               | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| <b>Medium Impact (MM\$)</b> |      |      |      |      |      |      |      |      |
| % Growth                    | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % of Total Market           | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % Growth                    | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| \$ per Unit                 | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| # Units (000)               | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| <b>High Impact (MM\$)</b>   |      |      |      |      |      |      |      |      |
| % Growth                    | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % of Total Market           | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % Growth                    | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| \$ per Unit                 | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| # Units (000)               | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| <b>Total (000)</b>          | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |
| % Growth                    | xx   | xx   | xx   | xx   | xx   | xx   | xx   | xx   |

Source: WinterGreen Research, Inc.

## WinterGreen Research,

Founded in 1985, provides strategic market assessments in software, communications products, communications services, and advanced technology.

Reports focus on opportunities to expand existing markets or develop new markets. The reports assess corporate positioning, market strategies, and product marketing opportunities. Reports evaluate the impact of new technologies. Reports assess the strategies and positions of leading participants.

The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in healthcare, energy, telecommunications, and advanced computer technology markets for over 30 years.

## WinterGreen Research Methodology

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WinterGreen Research authors use a structured, consistent, and detailed primary research approach. The methodology supports an analytical approach to market research. In depth comparisons are made of many aspects of the market. Data relating to Industry segments is developed from primary sources to permit presentation of forecasts and market share positioned to have substantive value.

Research involves talking to customers, vendors, and distributors, doing trend analysis and attending local and national meetings, conducting interviews while there.

## Sports Bras:

Full spectrum research and information services, including market reports, customized research, and customer interviewing are available, reports and research are positioned to provide strategic value to industry participants, strategic planners, and product managers.

New systems create indexes that track company performance. These combined with independent industry analysis, leverages the expertise of the WinterGreen Research Analyst team. The company is positioned to have the team members conduct themselves with integrity - always.



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## WinterGreen Research Process

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The market research process is a combination of using primary market research through interviews with users and distributors, looking at companies and vendors, taking a comprehensive look at secondary sources, and leveraging internal databases that index trends going back to 2006.

## Market Research Study

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There is no substitute for having senior analysts do the work of understanding a market. The WinterGreen Research study is organized in a way that supports taking a look at a market from a variety of directions. There is an executive summary for those who want a quick view of the most important findings. There is a market definition and market dynamics presentation. The market shares and forecasts by segment follow in chapter two. This gives a concise presentation of the numbers and the market driving forces. Most important for really understanding the market are product descriptions in chapter 3. The ability to compare what each company is doing to approach a market, to look at the nuance of different approaches to the same market gives product managers a concise view of alternative directions to take with a product platform.

To understand a market, it is not sufficient to prepare a few tables that show a list of features and put check marks next to features offered by a certain company. All the features are expressed differently by each vendor, by each market participant; it is the through study of nuance, of differences in the context from chapter two market share analysis of who is leading the market and who is poised to lead the market going forward that helps key decision makers. Study of the relative feature function packages is done with pictures, text, and tables and figures.

Each study contains analysis of selected technologies that drive the market and summaries of the leading companies in a segment. See the complete table of contents on the WinterGreen Research site or available from your distributor.

## **WinterGreen Research Global Market Intelligence Company**

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WinterGreen Research is a global market intelligence company covering software and technology sectors with a concentration on providing high quality forecasting and concise trend analysis contained in chapter two of the study. These forecasts and market shares are backed by a comprehensive view of the market sector that provides a complete snapshot of what is happening in a market segment.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world. WinterGreen Research is positioned to help customers facing challenges that define the modern enterprise. The increasingly global nature of markets, technology, and product positioning is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

Senior analysts provide insight for decision makers.

**Sports Bras:**

We thank you for purchasing our study and request that you provide feedback to [info@wintergreenresearch.com](mailto:info@wintergreenresearch.com). You may ask questions if you have them.

WinterGreen Research Team.

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